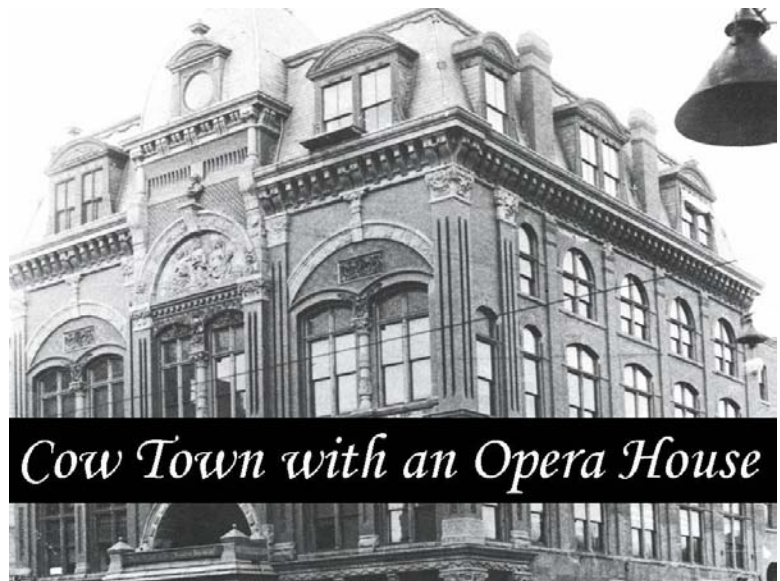


# *Downtown Sioux City a great place.*

Among the things that we find so endearing about Sioux City is the wonderful dichotomy that thrives in our downtown. On any given weekend, you are likely to find us loading our mini-vans with collapsible chairs and juice boxes to go to morning soccer games, taking our family to lunch at one of our downtown “landmark hot dog shops” the Milwaukee Weiner House or Coney Island, and then cleaning up and putting on our finest to go see a Broadway production at our very elegant Orpheum Theatre. To some, it may seem like a tremendous contrast, but not to us, because in downtown Sioux City we understand this relationship ... *we make the connection.*

Nothing defines this historic and long-standing dichotomy, and our collective determination better than the Peavey Opera House. By the late 1800s, the Stockyards had helped turn Sioux City into a bustling and thriving community. At that time, a small group of resolute business leaders decided that it was appropriate that this flourishing community should have an Opera House. Stock was sold to citizens, banks, and retail establishments. The Chamber of Commerce committed to lease space in the building, and the four industrialists who spearheaded the project committed a significant amount of their own resources to make the project a reality. Suddenly, we were a cow town with an Opera House – a magnificent opera



*Cow Town with an Opera House*

house that featured a silk curtain, French tapestry, stained glass doors and fine lace accents. It brought us Broadway productions, our first motion picture showing, and a vast assortment of community events from Corn Palace celebrations to Yiddish readings.

While so many things have dramatically changed in Sioux City, some things still remain remarkably consistent. We are still that group of determined visionaries striving to offer something unexpected to our community and its visitors. We embrace who we are, while at the same time reaching to be extraordinary. In our hearts, we are still that cow town with an Opera House because today, as always, in our Great Place, we make the connection!

*“We make the connection.”*

Today, Sioux City is embarking on a plan that will redefine historic boundaries connecting independently evolving parts while creating an expanded, image-changing urban core that will once again embrace who we are, as well as our desire to diversify.

This transforming process will connect the very heart of Sioux City, making it a seamless urban experience where downtown, the riverfront and the historic Stockyards area meet uninterrupted by the physical and psychological boundaries that now separate each unique part. It will connect to tri-state recreational trails that invite community participation and encourage healthy lifestyles.

This newly connected urban flow will energize the promise of the Floyd Boulevard Local Foods Market where locally produced organic foods and menus celebrate our agricultural heritage.

Our expanded vision of Downtown will connect the cultural and commercial potential of 4th Street Place, including a fabulous new home for the Sioux City Public Museum. It will refuel interest in historic preservation and give rise to a renewed appreciation for Sioux City's great School of Architecture and intriguing, yet largely uncelebrated, terra cotta legacy. It will create a monument to Sioux City's mighty livestock history, a world leader in this industry for more than a century.

Our unifying plan builds upon Sioux City's talent for dreaming big and making these dreams a reality. It capitalizes on investments that total more than \$369 million. It reaches out to form partnerships and pool resources.

With more than \$67 million needed to achieve this historic vision, the plan calls for key connecting elements marked by innovative wayfinding signage. Sections of Interstate 29 will be reworked in the effort to bring down barriers that isolate the Missouri Riverfront from the rest of Sioux City.

A "signature bridge" will directly connect, for the first time, downtown to the bustling riverfront. The well-worn viaduct that now hugs the Stockyards' north edge will undergo transformation, making it a landmark connector to the burgeoning historic Stockyards area. Both bridges will proudly feature terra cotta ornamentation to symbolize the historic drama of Sioux City's past.

*"We make the connection."*

Our plan is bold, complex and not easily explained with words. It requires photographs, maps and illustrations to describe the breadth, depth and excitement of doing something never attempted in this community.

With this plan, we make the connection. Five major inter-related parts frame the plan. Current investments and imaginative elements flesh out each part. All the details come together to develop the parts into an exceptional whole of cultural, recreational, historical, educational, medical and commercial experiences and opportunities that will infuse civic pride, build economic power and secure Sioux City's status as a Great Place.



*"We make the connection."*



# Front Door Riverfront Access

The plan begins with Downtown and the Riverfront and the Signature Bridge that connects the two. A look at the Riverfront shows why this Front Door access is so essential to the plan for redefining our community's core.

The Riverfront is emerging as one of Sioux City's crown jewels - a tourism magnet already thriving with recreational, cultural and historical attractions and poised to deliver much, much more.

This once-underused resource now draws tens of thousands of people to its banks for year-round activities that celebrate Sioux City's heritage, diversity and zest for living. Without our connecting vision, however, all that vitality flows away from the core, with access only at I-29 exits to the north and south. The Signature Bridge is the key to our Front Door.

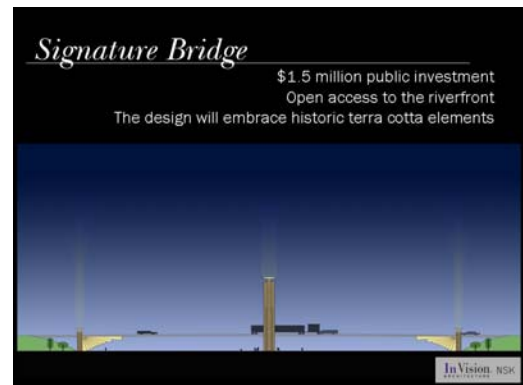


*"We make the connection."*

# Front Door Riverfront Access

## Vision Elements

- Reconstruction of Interstate 29, which the DOT currently has planned for 2009
- Incorporation of a signature bridge into the I-29 reconstruction that opens downtown to the riverfront
- The connection of recreational trails throughout the downtown area
- The addition of wayfinding signage
- Enhancement of our front door by moving unsightly power lines and taking down the current fence along I-29 and replacing it with an aesthetically pleasing wall



*"We make the connection."*



# The Yards

The second part of our vision is the historically significant place we call “The Yards.” Gone are the glory days when it reigned as the No. 1 central public market in the nation. What remains is the strategically located area that hosted the commanding industry for more than a century – a historic district now in the process of rebirth.

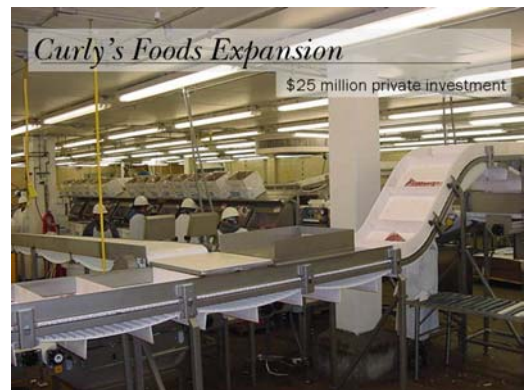
As a result of a new 21<sup>st</sup> century progressive economic plan for “The Yards”, commercial business and industry will rub elbows with lush, new recreational opportunities. Historic preservation will honor thousands of people, from immigrant packing plant workers to business industrialists, who transformed Sioux City from a frontier hamlet to a world power.

Our plan takes “The Yards” from its present position on the fringes to its rightful place in the very heart of Sioux City.



## *Yards Public Investment*

\$25 million public investment  
Infrastructure, Demolition and New Site Prep.  
Business Assistance, Landscaping



## *Curly's Foods Expansion*

\$25 million private investment



## *Commercial Investment*

\$12 million private investment  
Yards Town Center (anchored by Home Depot)



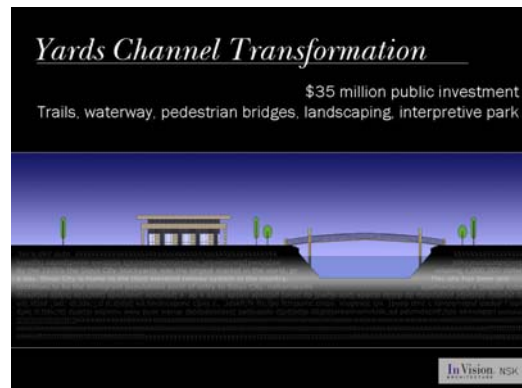
## *Future Home Depot Site*

*“We make the connection.”*

# The Yards

## Vision Elements

- Transform the Yards Channel by filling it with water and surrounding it with trees, grass, pedestrian walkways
- Develop an interpretive park restoring the history of "The Yards"
- Demolish the KD Station
- Incorporate historic architectural elements into the Gordon Drive Bridge
- Restore the exterior of the old Hose House



*"We make the connection."*

# Floyd Boulevard Local Foods Market

Serving as both an agricultural and cultural center, the Floyd Boulevard Local Foods Market provides an opportunity for local growers, artists, craftspeople, chefs, and farmers to sell their “produce” in an environment that has been described as bohemian, personal, distinctive, interesting, really cool, energetic, experiential, and all of the above! It ironically, and wonderfully, connects tradition with trendy and inspires countless passionate volunteers, as well as throngs of dedicated and appreciative customers.



## Vision Elements

- Cooking classes
- Seminars on food issues, agricultural production and marketing
- Multicultural exchange between diverse cultural groups
- Marketing space for local vendors
- Restaurant serving local foods



*"We make the connection."*



# 4th Street Place

The 4th Street Place has always been at the very core of our Downtown. The plan calls for the continued revitalization of this once thriving area by connecting it both physically and symbolically to a flourishing Downtown cultural and commercial center. Pedestrian and automotive traffic would flow through 4th Street providing direct access to museums, lodging, entertainment, parking and historic buildings refurbished to highlight their unique and incredible beauty. 4th Street would once again be Downtown's bustling thoroughfare to an amazing array of cultural, historic, educational, commercial, retail, residential and entertainment opportunities.



*"We make the connection."*

# 4th Street Place

## Vision Elements

- Develop a building for the Sioux City Public Museum and Regents Center
- Connect 4<sup>th</sup> Street
- Rehabilitate the Badgerow Building
- Replace Heritage Parking Ramp

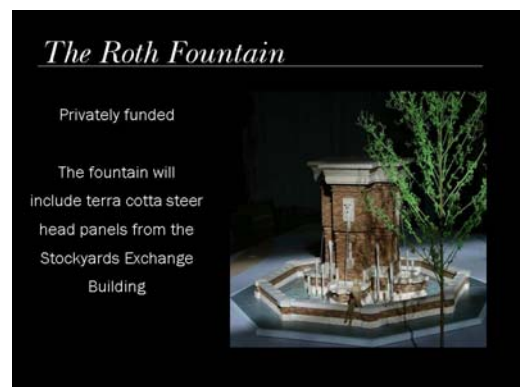
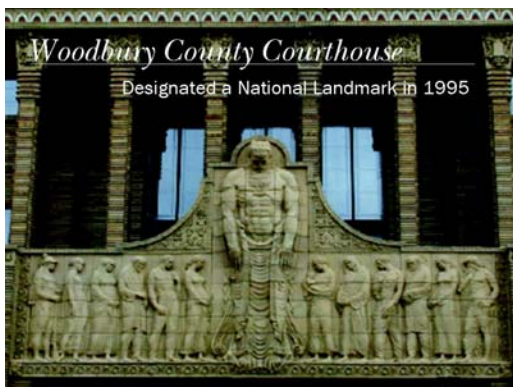


*"We make the connection."*

# *Sioux City School of Architecture*

There is little or no question among architectural, urban, and other historians that Sioux City's truly unique history makes it stand out as one of the most interesting North American cities of its size. Our distinctive architecture provides visual evidence of our City's connection to its rich legacy. Sioux City is the home of a style of architecture found nowhere else in the country. The style is a hybrid between Prairie School and Art Deco that we call the "Sioux City School of Architecture."

In addition to the efforts taking place to identify unique structures in Sioux City for renovation, our plan calls for the establishment of a Regents School of Design in Downtown Sioux City. The school could include year round studio space for undergraduate and graduate work, office and administration areas, and lecture space. The school would serve the Department of Architecture at Iowa State University, and the Departments of City/Community Planning at both Iowa State University and the University of Iowa through Extension. The proposed school would provide the opportunity for people from Sioux City and elsewhere to connect with our community's great history and pride.



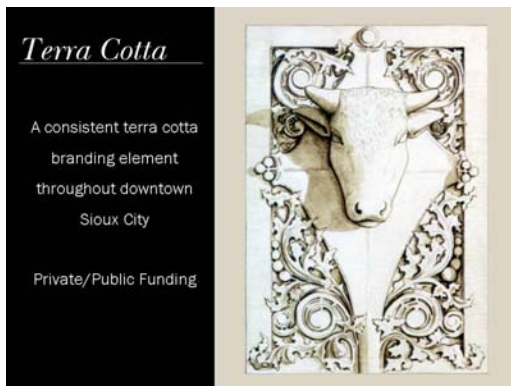
*"We make the connection."*



# Sioux City School of Architecture

## Vision Elements

- Develop a consistent terra cotta branding element
- Develop historic incentive bundling for the Battery, Badgerow, Davidson, and Warrior buildings
- House a Regents School of Design
- Establish a cultural district



*"We make the connection."*

## *Conclusion*

It is not so much a question of “Can Sioux City accomplish this plan?” as it is a question of “When will Sioux City accomplish this plan?” Whether or not it is designated an Iowa Great Place, the plan will proceed to connect developing parts into a transforming whole. Sioux City has the ability and determination to realize the vision. We have the strength and savvy of proven community leadership. We have the support of citizens who revel in an unparalleled community history – a history distinguished by giants of American exploration (the Lewis & Clark Expedition) and giants of American industry (the Sioux City Stockyards). In Sioux City, we make the connection; and we will make it happen. But by becoming an Iowa Great Place, our success will be dramatically accelerated as we work together to re-define how residents, visitors and the world beyond see, feel and think about Sioux City, Iowa.

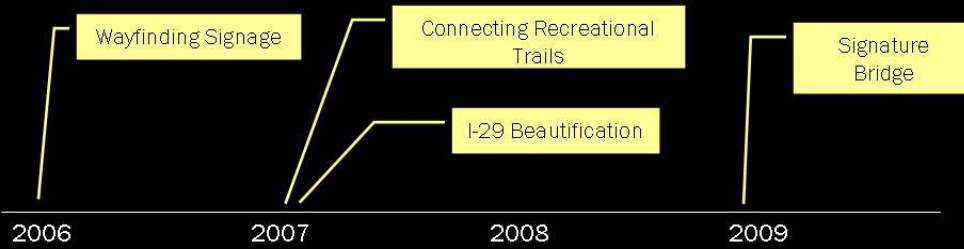
*Downtown Sioux City.*

COME MAKE THE  
CONNECTION WITH US.

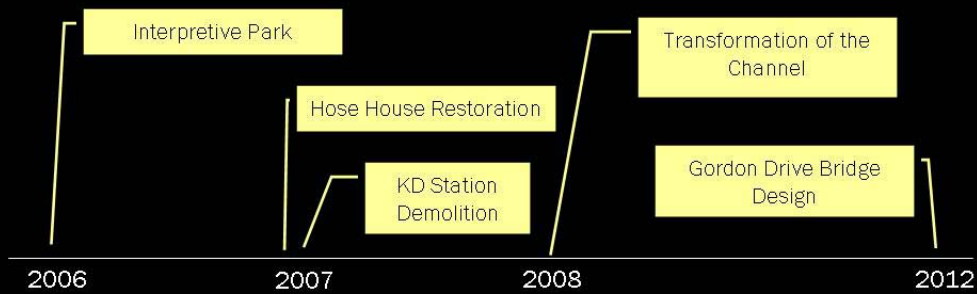
*“We make the connection.”*

# Timeline

## *Front Door Riverfront Access Timeline*



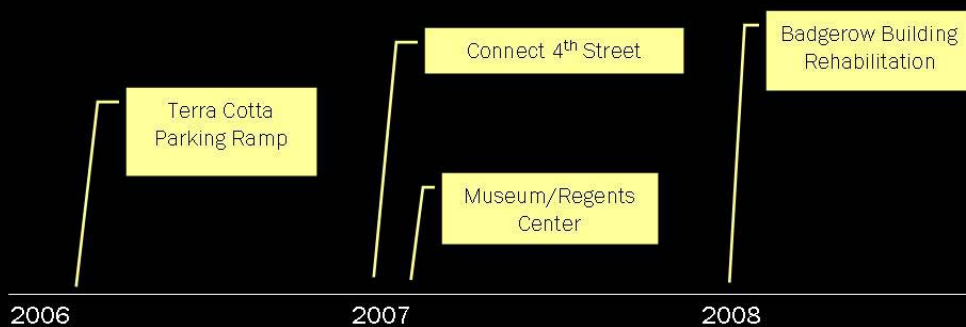
## *The Yards Timeline*



## *Floyd Blvd. Local Foods Market Timeline*

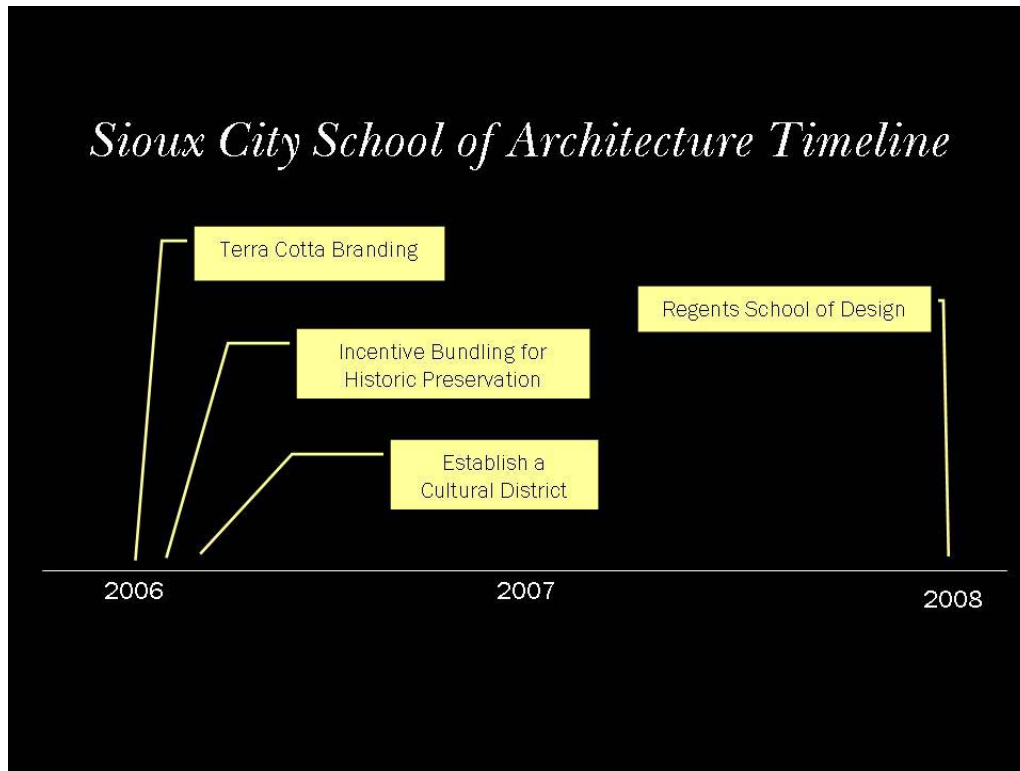


## *4<sup>th</sup> Street Place Timeline*



*"We make the connection."*





# Dimensions

## A Unique Sense of Place

In Downtown Sioux City, one-of-a-kind buildings brought back to life, museums commemorating our diverse past and monuments proudly honoring our accomplishments and our history all connect to celebrate who we are and where we came from.



## Engaging Experiences

Musketeers, Bandits, bikers, hikers, artists, revelers, dancers, dribblers, entertainers, boaters, walkers, talkers, readers and leaders all connect in a downtown that appeals to the adventurer and enthusiast in all of us.



## Rich Social Fabric

Events, organizations and landmarks celebrating our unique history, our diverse culture, our energetic future, and our rural heritage connect like eclectic pieces of a colorful Iowa quilt that is as comforting as it is beautiful.



## Vital Economy

Thousands of people in hundreds of diverse businesses keep downtown the economic core of Sioux City and the tri-state region. Committed not only to their work, but also to enhancing the downtown experience, businesses and, more importantly, their people, have provided a strong foundation for continued development and remarkable success.



*"We make the connection."*



# Dimensions

## Pleasing Environment

Always focused on “what can be” instead of “what normally is”, downtown Sioux City connects “a little something extra” to the ordinary to create something extraordinarily delightful.



## Strong Foundation

Built where the Big Sioux and Floyd Rivers meet with the mighty Missouri River, downtown Sioux City has always owed a great deal of its prosperity and vitality to its ability to connect its people and products to destinations near and far.



## Creative Culture

Unique and unexpected treasures delight us and connect our day-to-day activities to refinement, enlightenment and a tad of whimsy.



*“We make the connection.”*



# *Sioux City Great Places Participants*

## **Sioux City Great Places Committee**

Rick Allely  
Chris Bogenrief  
Roger Caudron  
Norma De Lao  
Debi Durham  
Paul Eckert  
Di Gray  
Steve Hansen  
Jeff Hanson  
Patty Heagel  
Jaren Johnson  
Jim Jung  
Nathan Kalaher  
Makenzie Lang  
Rob Marqusee  
Dale McKinney  
Cathee Phillips  
Dee Polak  
Marcia Poole  
Jim Perdue  
Jerry Rosman  
Regina Roth  
Cyndy Scott  
Mia Sudo  
Karen Van De Steeg  
Bev Wharton  
Marilyn Wheelock

## **Parks and Recreation Advisory Board**

Richard Matousek  
Jay Chesterman  
Darron Koolstra  
Brenda Noll  
Ronald Colling  
Cheryl Connot Perez  
Mike Keane  
Lee Linquist  
Timothy Powell

## **Downtown Branding**

Debi Durham  
Jerry Hanson  
Jim Towler  
Lawrence Jensen  
Lisa Burkholder  
Patty Heagel  
Paul Eckert  
Regina Roth  
Regina Smith  
Robert Moore  
Roger Caudron  
Todd Moss  
W. Tim Kromminga

## **Downtown Historic Incentives Task Force**

Bart Connelly  
Cynthia Wakeman  
Debi Durham  
Glenda Castleberry  
Gretchen Schalge  
Jim Johnson  
John Meyers  
Mel Obbink  
Patty Heagel  
Roger Caudron  
Todd Moss

## **Planning and Zoning Commission**

Cindy O'Neill  
Dan Moore  
Mark Jensen  
Joe Krage  
Jean Calligan  
Kevin Godwin  
Jon Sulzbach

## **Historic Preservation Commission**

Matt Anderson  
Bob Coacher  
George Wakeman  
Patricia Brenden  
Dale McKinney  
Steven Blenderman  
Ivan Salmons  
Jim Jung

## **Parking Advisory Board**

Rusty Clark  
Frank Forneris  
Terry Neustrom  
Mary Hill  
Roger Caudron

*"We make the connection."*

# Sioux City Great Places Participants

## Sioux City Growth Organization

Adam Batcheller  
Amy Bohle  
Amy Honomichal  
Andrea Rohlena  
Anthony Iezzi  
Becky Palmquist  
Bethany Witt  
Bobbi Jo Anderson  
Carter Rohmiller  
Chad Gritzmaker  
Chadd Goosmann  
Christine Finnegan  
Emily Uhl  
Erin Kimbell  
Forde Fairchild  
Heather Hennings  
Jackie White  
Jason Anderson  
Jason Cohrs  
Jeana Goosmann  
Jenny Lindgren  
Jeremy Craighead  
Jessica Nagel  
Kari Thorn  
Katherine Engesser  
Kathryn Fairchild  
Kyle Adema  
Kyle Kelly  
Lawrence Jensen  
Leslie Hanson  
Lisa Burkholder  
Mandie Norby  
Matt Campbell  
Matt Ricke  
Michael Root  
Michelle Bostinelos  
Miki Slechta  
Nathan Kalaher  
Nic Clausen  
Nick Hegarty  
Noelle Kneip  
Ragen Cote  
Regina Smith  
Rick Allely  
Robin Oss  
Ryan Avery  
Sara Miller  
Shane Conley  
Tami Mullenix  
Tami Newberg  
Virginia Anderson  
Cari Gerloff  
Jessica Hughes

## Sioux City Museum and Historical Board Members

Patt Brenden  
Jim Jung  
Pat Mustain  
Tom Hillman  
Craig Anderson  
Earl Belt  
Tim Bottaro  
Rosie Chicoine,  
Margot Chesbro  
Kathy Fliginger  
Greg Guelcher  
Mary Heck  
Carol Hewett  
Margie Joines  
Robert McIntosh  
Maynard Porter  
Gretchen Schalge  
Carolyn Schmith

## Sioux City Museum Trustees

Pam Hoadley  
Ed Lord  
Cathie Bishop  
Di Gray  
Ray Krigsten  
Scott Plathe  
Stacey Harmelink

## Floyd Blvd Local Food Market Volunteers

Dennis Schuett  
Elaine Knudsen  
Cindy McClary  
Tammi Gagnon  
Jim Redmond  
Brad Zumbaum  
Penny Fee  
Michelle Oehlerking  
Leslie Hershkowitz  
Martha Fagg  
Fran Sadden  
Kathy Hughes  
Lew Weinberg  
Amy Freiburger  
Barb Orzechowski  
Maury Welte  
Chuck Hinrichsen  
Pat Garrity  
Jan Garrity  
Marvin DeBlauw  
Rose Mason  
Monty Mason  
Ron Muth  
Walter Enstrom

*"We make the connection."*

# Sioux City Great Places Participants

## Floyd Blvd Local Food Market Volunteers

(continued)

Helen Enstrom  
Henry Katternberg  
Harriet Katternberg  
Larry Mason  
Aaron Muth  
Marion Muth  
Jerry Sorensen  
Mary Sorensen  
Mike Parks  
Deb Parks  
Brandi Enstrom  
David Williams  
Norma Williams  
Peggy Hammer  
Wally Schuford  
Loullea Collins  
Jean Kahler  
Daryl Paulsen  
Earnest Clayton  
Robert Flick  
Linda Thomsen  
Judy Thomsen  
Deb Gengler  
Rachel Gengler  
Aimee Washburn  
Larry Macklin  
Jen Dole  
Eric Scholl  
Paul Seaman  
Candance Seaman  
Iris Seaman  
Lotus Seaman  
Arianna Seaman  
Nate Booth  
Mark Durio

Christopher Graham  
Carrie Rosman  
Hanna Rosman  
Alicia Rosman  
Laura Rosman  
Carl Hoffanagle  
Kevin Linder  
Cliff Tuffty  
George Lindblade  
Jerry Rosman  
Janice Rosman  
Diane Howard  
Jo Ann Kots  
Richyne Meyer  
Yvonne Lea  
Merlynn Smith  
Jean Barr  
Kathy Jensen  
Fr. Marvin Boes  
Jon Alexander  
Katie Katzer  
Paul Martins  
Dale McKinney

## Floyd Market Partnering Organizations:

Iowa Farmers Union  
Humane Society of the United States  
Iowa Network for Community Agriculture  
Center for Rural Affairs  
Iowa State University  
Northwest Iowa Group of Sierra Club  
La Casa Latino  
Siouxland Humane Society  
Siouxland District Health Department  
Western Hills Area Education Agency

*"We make the connection."*

# *Downtown Sioux City, a great place*

2006 Projects	Project Cost	Partners	Assistance Needed
Wayfinding Signage	\$500,000	Iowa DOT, City of Sioux City	Iowa DOT waiver/assistance
Yards Interpretive Park	\$1 million (FUNDED)	City of Sioux City, local nonprofits	Departmental prioritization with technical assistance
Floyd Blvd. Local Foods Market Transformation	\$1.3 million	IDED, Dept. of Ag, Woodbury County Economic Development, USDA Rural Development	CAT Grant, help identifying other funding sources
Regents School of Design	\$1.3 million	Board of Regents, Iowa State University School of Design	Feasibility study for Regents School of Design
Terra Cotta Parking Ramp	\$8.6 million (FUNDED)	Dept. of Cultural Affairs, Board of Regents, Iowa State University College of Design	Departmental prioritization with technical assistance
Terra Cotta Branding	N/A	Dept. of Cultural Affairs, Board of Regents, Iowa State University College of Design, City of Sioux City, private participation	Departmental prioritization with technical assistance
Incentive Bundling for Historic Preservation - Davidson, Battery, Badgerow, Warrior	N/A	Dept. of Cultural Affairs, IDEED, Iowa Legislature, Iowa Finance Authority, City of Sioux City	Assistance with incentive legislation
Establish a Cultural District	N/A	Dept. of Cultural Affairs	Establish a rolling application deadline
2007 Projects	Project Cost	Partners	Assistance Needed
Connecting Recreational Trails	\$2 million	Iowa DOT, Iowa DNR, City of Sioux City	Funding from recreational grant programs
I-29 Beautification	\$3.5 million	Iowa DOT, City of Sioux City, MidAmerican Energy Company	Partial funding from the Iowa DOT
Hose House Restoration	\$250,000	Private Developer, Iowa State University School of Design	Departmental prioritization with technical assistance
KD Station Demolition	\$3 million	Iowa DNR, IDEED, City of Sioux City, Federal HUD, Federal EDA	Assistance in securing demolition funds
Connect 4th Street	\$2 million (FUNDED)	City of Sioux City	No assistance needed
Museum/Regents Center	\$6.5 million (PARTIALLY FUNDED)	City of Sioux City, Board of Regents, Workforce Development, Dept. of Human Resources - Latino Affairs, State Library of Iowa, Woodbury County, local nonprofits, private donors	Feasibility study for a regional Regents entrepreneur/one-stop center, Vision Iowa funds
Signature Bridge	\$1.5 million	Iowa DOT, Iowa State University College of Design	Departmental prioritization with technical assistance and funding
2008 Projects	Project Cost	Partners	Assistance Needed
Transformation of the Yards Channel	\$35 million	Iowa DNR, Iowa DOT, City of Sioux City, Corps of Engineers, Federal EDA, Federal EPA	Departmental prioritization with technical assistance and assistance with the funding package
2009 Projects	Project Cost	Partners	Assistance Needed
Gordon Drive Bridge Design	\$2.5 million	Iowa DOT, Iowa State University College of Design	Departmental prioritization with technical assistance and funding